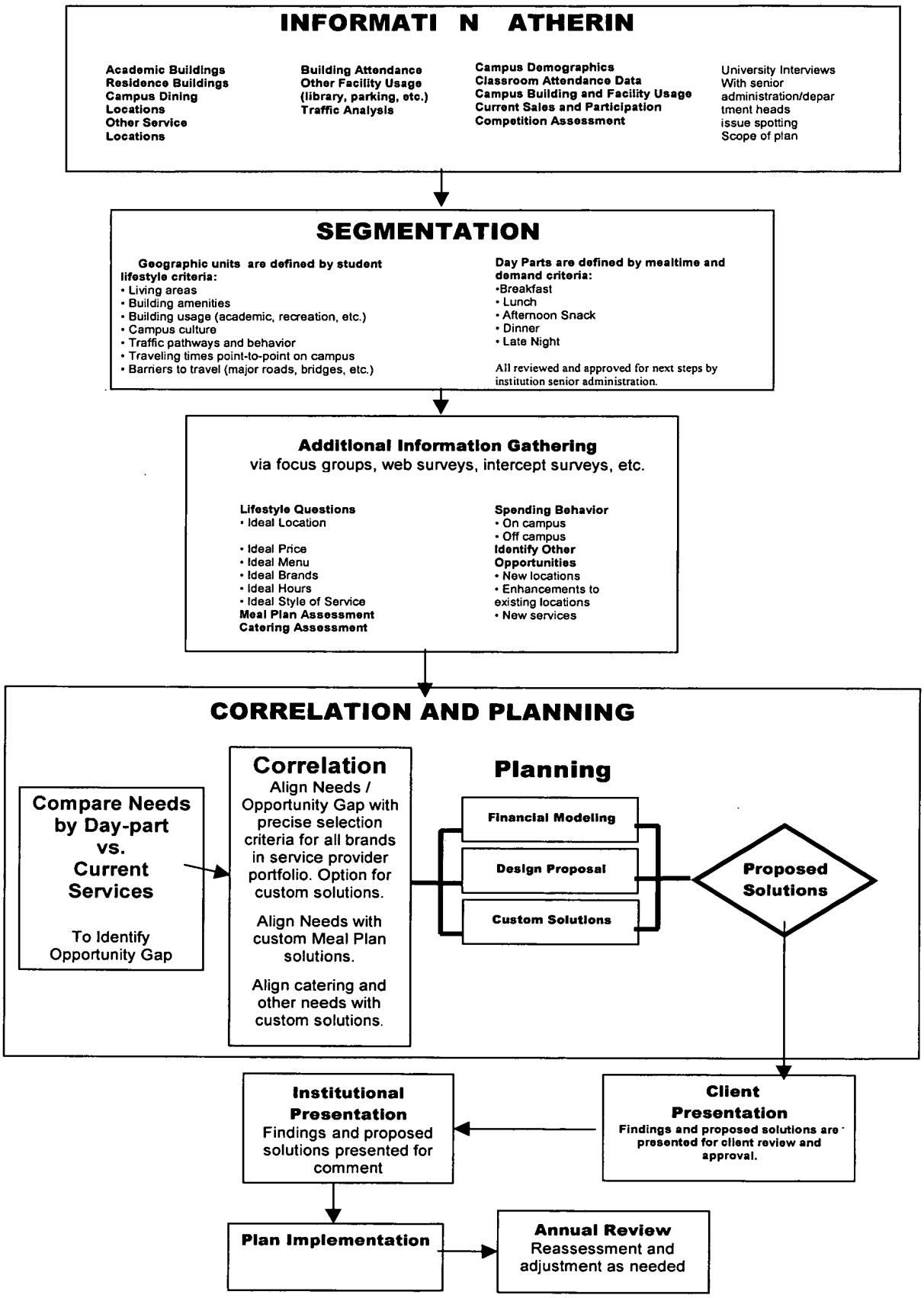
INFORMATI N ATHERIN
Academic Buildings
Residence Buildings
Campus Dining Locations
Other Service Locations
Building Attendance
Other Facility Usage (library, parking, etc.)
Traffic Analysis
Campus Demographics
Classroom Attendance Data
Campus Building and Facility Usage
Current Sales and Participation
Competition Assessment
University Interviews
With senior administration/depar tment heads
issue spotting
Scope of plan
SEGMENTATION
Geographic units are defined by student lifestyle criteria:
• Living areas
• Building amenities
• Building usage (academic, recreation, etc.)
• Campus culture
• Traffic pathways and behavior
• Traveling times point-to-point on campus
• Barriers to travel (major roads, bridges, etc.)
Day Parts are defined by mealtime and demand criteria:
•Breakfast
• Lunch
• Afternoon Snack
• Dinner
• Late Night
All reviewed and approved for next steps by institution senior administration.
Additional Information Gathering
via focus groups, web surveys, intercept surveys, etc.
Lifestyle Questions
• Ideal Location
• Ideal Price
• Ideal Menu
• Ideal Brands
• Ideal Hours
• Ideal Style of Service
Meal Plan Assessment
Catering Assessment
Spending Behavior
• On campus
• Off campus
Identify Other Opportunities
• New locations
• Enhancements to existing locations
• New services
CORRELATION AND PLANNING
Compare Needs by Day-part vs. Current Services
To Identify Opportunity Gap
Correlation
Align Needs / Opportunity Gap with precise selection criteria for all brands in service provider portfolio. Option for custom solutions.
Align Needs with custom Meal Plan solutions.
Align catering and other needs with custom solutions.
Planning
Financial Modeling
Design Proposal
Custom Solutions
Proposed Solutions
Institutional Presentation
Findings and proposed solutions presented for comment
Client Presentation
Findings and proposed solutions are presented for client review and approval.
Plan Implementation
Annual Review
Reassessment and adjustment as needed